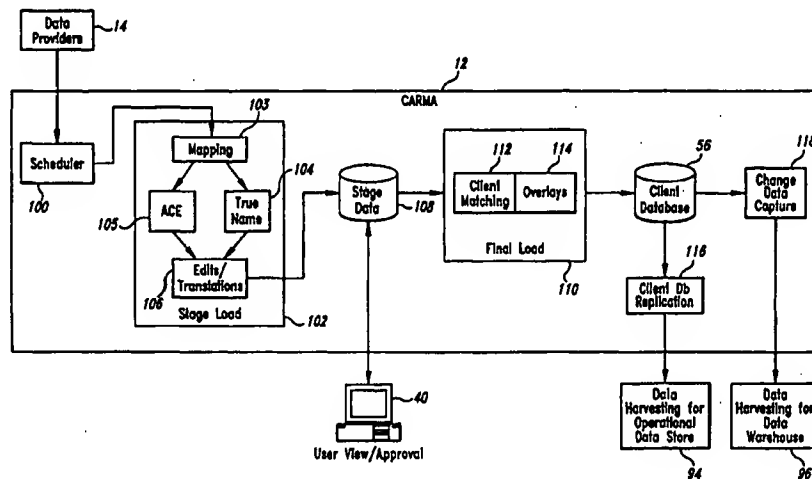


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(54) Title: CLIENT PROFILE MANAGEMENT WITHIN A MARKETING SYSTEM



(57) Abstract

A computer system includes a database and management software for managing client profiles that are used in marketing contacts. The management software is able to receive and process input data from multiple provider sources for addition to the database. The processing that is performed may include that application of data hygiene rules and the reformatting of data into a standardized format. The processing may also include the application of matching rules to determine whether a client profile already exists for the client that is associated with the input data. Overlay rules may be applied to resolve how a client profile should be updated when a client profile already exists for the client associated with the input data. In this fashion, the management software is able to readily update the database with data received from multiple data sources.